

R. J. REYNOLDS TOBACCO CO.
 S A L E S M A T E R I A L S
 1 QTR 1993 PREMIUM/COUPON WORKPLAN
 FOR 1228 CENTRAL JERSEY DIVISION

06/07/92 09:39:49.2

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ITEM DESCRIPTION	SKU	COST/SKU	TOTAL DOLLARS	TOTAL PV
WIN 1093 SM B2GF TSHIRT	650	97.2600	63,219.00	780,000
WINSTON - BASE	650		63,219.00	780,000
TOTALS =				
WIN 1093 SM B2GF LGHTR UN1057	651	56.8600	37,015.86	781,200
WIN 1093 .50/PK-30025	22	312.1500	6,867.96	209,000
WIN 1093 .50/PK VPR	22	245.0000	5,390.00	209,000
WIN 1093 1.5/3 PKS-30027	110	160.0000	17,600.00	627,000
	110		17,600.00	627,000
WIN 1093 LS B2GF MOTO BOTTLE	325	44.0000	14,300.00	260,000
WIN 1093 LS B2GF BEACH BOTTLE	325	43.9200	14,277.25	260,000
WIN 1093 LS B2GF ENTRT DUSH	155	131.0000	20,305.00	1,240,000
WINSTON - MENU	1720		133,856.07	4,213,200
TOTALS =				
WINSTON	2370		196,575.07	4,993,200
TOTALS =				
SALEM 1093 100/2 PKS-30018	220	166.5300	36,636.60	1,463,000
SALEM 1093 100/2 PKS VPR	44	541.7800	23,833.32	880,000
SALEM - BASE	264		60,474.92	2,343,000
TOTALS =				
SALEM 1093 400/CTN-30002	50	505.8000	25,290.00	1,425,000
SALEM 1093 300/CTN-30020	31	412.8200	12,797.23	883,500
SALEM 1093 800 E/CTN-30022	20	893.1500	17,863.60	760,000
SALEM 1093 B2GF T-SHIRT	200	83.0500	16,640.00	960,000
SALEM - MENU	901		122,892.88	4,022,500
TOTALS =				
SALEM	1165		182,567.80	5,371,500
TOTALS =				
"TRI-BRAND"300/CCC-30016	51	302.4500	15,424.95	969,000
MORE 192 SPD 0 REFILLABLE LIGHTER	128	79.7600	10,211.68	153,600
MORE 192 SPD 0 T-SHELL PEN	125	52.1200	6,515.00	100,000
MORE 4TH 0 PLAYING CARDS	125	32.0400	4,005.00	100,000
MORE - MENU	429		36,156.79	1,322,600
TOTALS =				
MORE	429		36,156.79	1,322,600
TOTALS =				
CAMEL 6M 10 POOL PLAYER ASHTRAY	400	57.5300	23,012.00	480,000
CAMEL - BASE	400		23,012.00	480,000
TOTALS =				
CAMEL 5ME LIGHTER SET UN1057	180	67.6600	12,178.80	720,000
CAMEL 6M 10 200 DCC 30033	30	219.6300	6,588.90	570,000
CAMEL 6M 10 COASTERS	150	32.6500	4,897.50	180,000
CAMEL 6M 10 CD TRAVELCASE	300	46.5300	13,959.00	240,000
CAMEL 6M 10 SKI HAT	300	78.0600	23,418.00	360,000
CAMEL - MENU	950		61,042.20	2,070,000
TOTALS =				

51854 1673

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R. J. REYNOLDS TOBACCO CO.
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1 QTR 1993 PREMIUM/COUPON WORKPLAN
FOR 1220 CENTRAL JERSEY DIVISION

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ITEM DESCRIPTION		SKU	COST/SKU	TOTAL DOLLARS	TOTAL PV
CAMEL	TOTALS =	1260		94,054.20	2,550,000
DIVISION TOTALS =		5324		499,653.86	15,257,300

51854 1674

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R. J. REYNOLDS TOBACCO CO.
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1 QTR 1993 PREMIUM/COUPON WORKPLAN
FOR 1228 CENTRAL JERSEY DIVISION

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ITEM DESCRIPTION	SKU	COST/SKU	TOTAL DOLLARS	TOTAL PV
***** GRAND TOTAL ***** = \$	499,659.96	5324		15,237,300

51854 1675

MONTH: JANUARY

PACK OUTLETS		ITEM #	S.K.U.'S	UNITS	TIMING	H/H/ DESCRIPT.	H/H DISPLAY	PAYMENT	PURCHASE
PREMIUM									
SALEM \$1.00 OFF 2 PACK CPN		300281	220	22000	JAN.	SA \$1/2PK CPN	SA \$1/2PK CPN D	\$1.50	2 PKS
SALEM \$1.00 OFF 2 PACK VPR		300282	44	22000	JAN.	SA \$1/2PK VPR	SA \$1/2PK VPR D	\$1.50	2 PKS
WINSTON BRASS LIGHTER		300213	651	13020	JAN	WI BRASS LIGHTER	WI BRASS LTR D	\$1.50	3 PKS
CAMEL SKI HAT		300426	300	6000	JAN	C SKI HAT 1Q	C SKI HAT 1QD	\$1.50	3 PKS

CARTON OUTLET PACK PROMOTIONS		ITEM #	S.K.U.'S	UNITS	TIMING	H/H/ DESCRIPT.	H/H DISPLAY		PURCHASE
PREMIUM									
MORE PLAYING CARDS		300354	125	2500	JAN	MORE PLAY. CARDS	MORE PL. CARDS D		2 PKS
WINSTON \$1.50 OFF 3 PACK CPN		300222	110	11000	JAN	WI \$1.50/3PK CPN	WI \$1.50/3PK CPD		3 PKS

CARTON OUTLET CARTON PROMOTIONS		ITEM #	S.K.U.'S	UNITS	TIMING	H/H/ DESCRIPT.	H/H DISPLAY	PAYMENT	PURCHASE
PREMIUM									
WINSTON TOTE CUSHION		300430	155	3100	JAN	W TOTE CUSH ENT	W TOT CUSH ENT D	\$15(60CTN)	1 CARTON

MONTH: FEBRUARY

PACK OUTLETS

PREMIUM	ITEM #	S.K.U.'S	UNITS	TIMING	H/H/ DESCRIPT.	H/H/ DISPLAY	PAYMENT	PURCHASE
WINSTON 50 CENT V.P.R.	300219	22	11000	FEB/MARCH	WI .50/PK VPR	WI .50 PK VPR D	\$1.50	1 PK
WINSTON 50 CENT COUPON	300217	22	11000	FEB/MARCH	WI .50/PK CPN	WI .50/PK CPN D	\$1.50	1 PK
WINSTON S.S. T-SHIRT	300214	650	13000	FEB	WI T-SHIRT-FEB	WI T-SHIRT-FEB D	\$1.50	3 PKS
CAMEL TRAVEL C.D. CASE	300421	300	6000	FEB	C CD CASE 1Q	C CD CASE 1Q D	\$1.50	2 PKS

CARTON OUTLET PACK PROMOTIONS

PREMIUM	ITEM #	S.K.U.'S	UNITS	TIMING	H/H/ DESCRIPT.	H/H/ DISPLAY	PAYMENT	PURCHASE
SALEM FRESHSIDE T-SHIRT	300285	800	16000	FEB/MARCH	SA T-SHIRT 1Q	SA T-SHIRT 1Q D		3 PKS
MORE REFILLABLE LIGHTER	300351	125	2500	FEB	MORE SLIM LTR	MORE SLIM LTR D		2 PKS

CARTON OUTLET CARTON PROMOTIONS

PREMIUM	ITEM #	S.K.U.'S	UNITS	TIMING	H/H/ DESCRIPT.			PURCHASE
MORE \$3.00 CARTON COUPON	300350	51	5100	FEB	MORE \$3 CTN CPN			1 CARTON
CAMEL \$2.00 CARTON COUPON	300418	30	3000	FEB	C \$2 CTN CPN			1 CARTON

MONTH: MARCH

PACK OUTLETS

PREMIUM	ITEM #	S.K.U.'S	UNITS	TIMING	H/H/ DESCRIPT.	H/H/ DISPLAY	PAYMENT	PURCHASE
CAMEL POOL PLAYER ASHTRAY	300423	400	8000	MARCH	C ASHTRAY MARCH	C ASHTRA MARCH D	\$1.50	3 PKS
WINSTON SPORTS BOTTLE	300314	325	6500	MARCH	MOTOTSP BOTTL E	W MOTORSP BOTT D	\$1.50	2 PKS
WINSTON SPORTS BOTTLE	300315	325	6500	MARCH	WI SPT BOTTL BCH	W SPT BOT BCH D	\$1.50	2 PKS

CARTON OUTLET PACK PROMOTIONS

PREMIUM	ITEM #	S.K.U.'S	UNITS	TIMING	H/H/ DESCRIPT.	H/H/ DISPLAY	PAYMENT	PURCHASE
CAMEL LAQUERED COASTERS	300420	150	3000	MARCH	C COASTERS 1Q	C COASTERS 1QD		3 PKS
MORE TORTOISE SHELL PEN	300352	125	2500	MARCH	MORE INK PEN	MORE INK PEN D		2 PKS
WINSTON \$1.50 OFF 3 PACK CPN	300222	110	11000	MARCH	WI \$1.50/3PK CPN	WI \$1.50/3PK CPD		3 PKS

CARTON OUTLET CARTON PROMOTIONS

PREMIUM	ITEM #	S.K.U.'S	UNITS	TIMING	H/H/ DESCRIPT.	H/H/ DISPLAY	PAYMENT	PURCHASE
SALEM \$3.00 COUPON	300283	31	3100	MARCH	SA \$3 CTN CPN			1 CARTON
SALEM \$4.00 COUPON	300280	50	5000	MARCH	SA \$4 CTN CPN			1 CARTON
SALEM \$9.00 COUPON	300284	20	2000	MARCH	SA \$9/2 CTN CPN			2 CARTON
CAMEL SET OF 5 LIGHTERS	300330	180	3600	MARCH	C SME LTBS 1Q	C SME LTBS 1QD	\$15/600CTN	1 CARTON